

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: V
Syllabus with effect from: June-2013

Theory

Paper Code: UM05FBBT01	Total Credit:3
Title Of Paper: Managerial Communication Skills - I (T+P)	

Unit	Description in detail	Weighting (%)
I	Presentation Skills Stages Of Preparing A Presentation Overcoming Presentation Fears Voice Modulations Use Of Audio-Visual Aids In Presentations	25 %
II	Publicity Meaning And Definition Of Publicity Types And Functions Of Mass Media Communicating With Media	25 %
III	Correspondence For Career Building Application Letter Covering Letter Resume Building	25 %
IV	Interview Skills Types Of Interview Selection Interview Appearing In Interviews	25%

Practical

Paper Code: UM05FBBT01	Total Credit:3
Title Of Paper: Managerial Communication Skills - I (T+P)	

Unit	Description in detail	Weighting (%)
I	Group Presentation	
II	Publicity Material	
III	Publicity Material Presentation (Individual Presentation)	
IV	Selection Interview	

Evaluation: The journals will be evaluated by the concerned teacher

